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1. (Twice Amended) A system comprising:

- a client computer to playback multimedia content and annotations corresponding to different temporal portions of the multimedia content; and
- an annotation server, coupled to the client computer, to,
- maintain an annotation database having a plurality of annotations corresponding to the multimedia content,
- provide the plurality of annotations to the client computer for playback,
- send electronic mail messages including annotations to recipients identified by the client computer,
- analyze electronic mail messages that are received not in reply to a previous electronic mail message that included annotation data, to locate data in the electronic mail messages,
- generate new annotations that include the located data, and
- add the new annotations to the annotation database.

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6. (Twice Amended) A method comprising:

- presenting, to a user, a user interface allowing the user to create a new annotation corresponding to media content,
- including, as part of the user interface, a field via which the user can identify a recipient that is to receive an electronic mail notification of the new annotation; and
- communicating, as an electronic mail message that is not in reply to another electronic mail message, the new annotation to an annotation server, wherein the

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electronic mail message includes the new annotation and an identifier of the media content but does not include the media content.

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8. (Twice Amended) A method as recited in claim 6, further comprising including, in the electronic mail message, an indication of one of a plurality of annotation sets, the one annotation set corresponding to the media content and to the new annotation.

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sub E 7 17. (Twice Amended) A method comprising:
receiving an electronic mail notification of a new annotation corresponding to media content, the new annotation corresponding to one of a plurality of temporal segments after the beginning of the media content;
presenting the electronic mail notification to a user;
receiving a user selection of an identifier, within the electronic mail notification, of the media content; and
accessing, in response to the user selection, a media server to stream, for rendering to the user, the media content beginning with the one of the plurality of segments that corresponds to the new annotation.

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16 21. (Amended) A method as recited in claim 17, wherein the receiving a user selection comprises receiving a user selection of a uniform resource locator (URL) of the media content.

18.23. (Twice Amended) One or more computer-readable media having stored thereon a computer program that, when executed by one or more processors, causes the one or more processors to perform functions including:

receiving an electronic mail notification of a new annotation corresponding to media content, wherein the electronic mail notification includes a user-selectable identifier of the media content;

displaying the electronic mail notification;

receiving a user selection of the identifier; and

automatically accessing, in response to the user selection of the identifier of the media content, a media server indicated by the identifier to begin, at a point in the media content after the beginning of the media content and corresponding to the new annotation, streaming the media content for presentation to the user.

20.23. (Twice Amended) A system comprising:
an interface module to receive data regarding a new annotation corresponding to media content;

a module to generate an electronic mail message regarding the new annotation, the electronic mail message including,

the new annotation content,

a user-selectable link to the media content, wherein the link includes an identifier of the media content to which the new annotation corresponds, and an identifier of a temporal range of the media content that the new annotation content is associated with, wherein the temporal range corresponds to a location of the media content that is after the beginning of

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the media content and at which rendering of the media content should begin in response to selection of the link in the electronic mail message.

259/31. (Twice Amended) A method comprising:
receiving an electronic mail notification of an annotation corresponding to media content;

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replying to the electronic mail notification to generate a new annotation corresponding to the media content;

including, in the reply, an identifier of one or more annotation sets of a plurality of annotation sets that the new annotation is associated with, wherein the annotation sets correspond to categories for annotations; and

displaying a default recipient, corresponding to the identified one or more annotation sets, that is to receive an electronic mail notification of the new annotation.

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37. (Twice Amended) One or more computer-readable media having stored thereon a computer program that, when executed by one or more processors, causes the one or more processors to perform functions including:

receiving an electronic mail message that is not in reply to a previous electronic mail message;

locating data in the received electronic mail message;

generating a new annotation from the located data in the electronic mail message; and

adding the new annotation to an annotation store.

sub 27 39. (Twice Amended) One or more computer-readable media as recited in claim 37, wherein the extracting annotation identification information comprises extracting from the email message:

an identifier of media content to which the annotation content corresponds and of a temporal segment, corresponding to the annotation content, of the media content; and

an identifier of an annotation set that a new annotation including the extracted annotation content is to be part of, wherein the annotation set is one of a plurality of annotation sets corresponding to categories for annotations.

10 40. (New) A method as recited in claim 13, wherein the installation option comprises a user-selectable link that identifies the installation program.

11 41. (New) A method comprising:
receiving an electronic mail message including data corresponding to media content that is not included in the electronic mail message;
locating the data in the electronic mail message;
generating, after locating the data, a new annotation corresponding to the media content, wherein the new annotation includes,
an author field including data identifying a sender of the electronic mail message as an author of the new annotation,
a creation time field including data identifying the time at which the new annotation is generated,

a title field including data identifying a title of the new annotation,
a content field including the located data, and
a media content identifier field including data identifying the media
content to which the new annotation corresponds.

42. (New) A system as recited in claim 1, wherein each generated new
annotation includes:

an author field including data identifying an author of the new
annotation,

a creation time field including data identifying the time at which the
new annotation is generated,

a title field including data identifying a title of the new annotation,

a content field including the located data, and

a media content identifier field including data identifying the
multimedia content to which the new annotation corresponds.